

Why the ASA?

36. No attempt has been made to resolve this matter with the Foundation and the Group. There are several reasons for this:

36.1. The head of the Foundation, Dr Rath, has an international record of rulings and warnings against him by regulatory authorities in the US and UK. This has however not deterred him from continuing to place misleading advertisements in other countries such as SA;

36.2. The advert endangers public health; and

36.3. It is my view that Dr. Rath is aware that the advert is misleading and is unlikely to be swayed by a request from me to stop placing such adverts.